
Ecotourism Australia is seeking Expressions of Interest (EOIs) from suitably qualified candidates to join our Board of Directors in a Non-Executive Director capacity. *(Note: Ecotourism Australia is requesting members to vote on a new Constitution at the AGM on 20 October 2025. No directors will be appointed by the Board before the membership votes on the new constitution.)*

About Ecotourism Australia

Ecotourism Australia is recognised as the credible, national peak body for sustainable, eco and nature-based tourism in Australia. It is a non-government, not-for-profit member organisation, established in 1991, that promotes and supports the ecotourism industry in Australia through building capacity and actively promoting sustainable tourism operations and systems. Our foundational program – ECO Certification – was the world’s first national ecotourism certification program. Ecotourism Australia's Certification programs, including the Sustainable Tourism Certification for non-nature based businesses, are acknowledged globally.

Ecotourism Australia has global partnerships, working with the United Nations Educational, Scientific and Cultural Organisation (UNESCO), the World Tourism Organisation and Green Destinations (an international organisation for sustainable destination development), and key partnerships in the Asia-Pacific region including with Tourism Australia, WWF-Australia, Parks Australia, and the Great Barrier Reef Marine Park Authority (GBRMPA).

Directors on the Ecotourism Australia Board hold a pivotal role in shaping the organisation’s strategic direction and ensuring its operational success. They are entrusted with overseeing the organisation's policies, finances, and overall performance to align with its mission and goals. They bring diverse expertise and perspectives to board discussions, providing valuable insights, guidance and decisions on key initiatives and strategies. Directors play a crucial role in fostering a culture of accountability, transparency, and ethical behaviour within the organisation and membership. As part of an engaged Board, Directors are expected to actively engage in committees, provide specialist and technical advice to management, and represent and communicate the organisation’s role and values externally.

The organisation is in a dynamic period of growth, development and constitutional reform that means Directors are expected to make significant decisions that will require them to have the skills, time and strength in risk settings to be fully prepared and apply strategic forward thinking to be able to analyse complex scenarios in an increasingly competitive environment.

We welcome and encourage Aboriginal and Torres Strait Islander peoples to apply for Board positions with Ecotourism Australia.

Skills and Attributes Required

Candidates are asked to specifically address the following core skills and experience:

- Commitment to sustainable tourism practices.

- High-level skills in financial management and/or legal, with relevant qualifications highly regarded.
- Strong financial literacy.
- Strategy, leadership, and risk management experience.
- Demonstrated knowledge of corporate governance.
- Advocacy and stakeholder engagement skills.
- Experience with Incorporated Associations, Not-for-Profits, For-Purpose organisations, Boards and/or membership-based organisations.
- Compliance with ASIC requirements, including holding (or having applied for) a Director Identification Number (DIN) prior to appointment.

Desirable Skills and Experience

- Knowledge of and expertise in certification systems, commercial activities, revenue streams, and strategic planning.
- Current financial membership of Ecotourism Australia (or willingness to join prior to election).
- Graduate of the **Australian Institute of Company Directors (AICD)** program.

How to Apply

Interested applicants are invited to submit an Expression of Interest including:

1. A brief cover letter (max. 2 pages) outlining your motivation and addressing the required and desirable skills.
2. A current CV.
3. If you wish to be considered for appointment as Chair, please address the additional requirements as described in the Chair role description.

EOIs should be sent to the Company Secretary (ceo@ecotourism.org.au) by no later than 5.00 pm Monday 13 October 2025.

Expectations of Directors

Ecotourism Australia Board positions are voluntary. There are six scheduled Board meetings per year and the majority are held online, with at least one face-to-face Board workshop held per year. Board travel expenses are covered within the guidelines of the organisation's travel policy. Board Directors are required to participate in a minimum of one (1) Board Committee each year. Time requirement includes a two hour Board meeting every second month plus the review of Board papers, and additional time to support Board Committees and at times out of session requirements.

Directors must be prepared to commit both the time and effort needed to adequately perform their duties. This includes, but is not limited to, adequate preparation for and regular attendance at Board meetings and due notice provided in the case of inability to attend. The workload will vary based on current issues but requires a minimum of 2 days of work per month (the estimate of Board time commitment average is 1-3 hours per week.)

Subject to the members approving the new Constitution:

- There will be up to four (4) Board positions available for appointment, for a maximum of two by three-year terms.
- There will be up to five (5) Board positions available for nomination and election by members, elected for a maximum of two by three-year terms.
- **Note: No directors will be appointed by the Board before the members of Ecotourism Australia vote on the new constitution on 20 October 2025.**

Title	Non-Executive Director, Ecotourism Australia
Major Purpose	To contribute to defining, documenting and realising Ecotourism Australia's purpose, vision and strategy
Duties & Responsibilities	<p>Directors are responsible for the overall direction of the business and have the following broad types of duties. These are:</p> <ul style="list-style-type: none"> - Approve the organisation's Strategic Plan, Business Plan, Budget and other key documents - Provide strategic direction and oversight to ensure alignment with the organisation's mission and goals. - Oversee the performance of Ecotourism Australia with a focus on its financial health and whether it is effective in achieving its purpose. - Participate actively in board meetings, contributing to policy development, financial oversight, and strategic planning. - Advocate for and promote sustainable tourism practices within the industry and among stakeholders. - Uphold high standards of governance, transparency, and accountability in all organizational activities. - Monitor organizational performance, evaluate risks, and make informed decisions to support the long-term sustainability and impact of Ecotourism Australia.
Expectations	<p>Actively participate as a member of the Board and at all times act in the best interests of Ecotourism Australia and its members. This will include but will not necessarily be limited to:</p> <ul style="list-style-type: none"> - Attending board meetings fully prepared (minimum 6 meetings per year) with up to two face to face - Responding to requests for approvals, input or information in a timely manner - Ensuring that Ecotourism Australia is compliant in relation to all relevant legislation and accounting standards - Complying with the legal and fiduciary responsibilities of a director - Setting the strategic direction of Ecotourism Australia - Promoting the organisation within the community - Introducing potential members to the Organisation - Participate in at least one Board Committee as agreed with the Chair - Being an informed and active contributor at Board meetings - Attendance at the Annual General Meeting
Code of Conduct	In accordance with legal requirements and agreed ethical standards, Ecotourism directors:

- Owe a fiduciary duty to the company as a whole
- Use the powers of the office for a proper purpose
- Discharge their duties in good faith and honesty
- Act with the level of skill, care and diligence expected of a director of a company
- Demonstrate commercial reasonableness in their decisions;
- Act for the benefit of the company
- Do not make improper use of information gained through their position as a director
- Do not take improper advantage of the position of director
- Do not allow personal interests, or the interest of any associated person, to conflict with the interests of the company
- Make reasonable enquiries to ensure that the company operating efficiently, effectively and legally towards achieving its goals
- Undertake diligent analysis of all proposals placed before the board
- Do not engage in conduct likely to bring discredit upon the company
- Comply with the spirit, as well as the letter, of the law and with the principles of the board charter.

Director Performance	Key Result Area	Key Performance Indicator
	Compliance with all Directors' legal and fiduciary responsibilities.	All areas of compliance are completed as required, within the specified timeframe.
	Introduce potential members to the organisation.	Directors' referrals as documented.
	Attendance and participation in Board and Committee meetings, events, and director training.	Attendance records; Quality of contribution; Outcome / success of actions implemented.

ADDITIONAL REQUIREMENTS FOR ROLE OF CHAIR

The Chair's role is a key one within Ecotourism Australia. The Chair is the "lead" director and utilises experience, skills, and leadership ability to facilitate the governance process. The Chair oversees the work of the organisation both inside and outside the Boardroom. In addition to the generic roles and responsibilities of the Chair, and meeting all requirements of a Director, the Chair will:

- Work in connection with the Chief Executive Officer to prepare board meeting agendas and review Board papers in advance
- Arrange for and/or or takes part in new board member induction
- Act as the organisation's spokesperson where required
- Coordinate the annual performance and remuneration evaluation of the CEO (supported by the CEO Performance Committee members)
- Has responsibility for several policies including the Code of Conduct, and Whistleblower Policy to act as a point of contact and/or authorised officer if required.
- The Board Chair oversees the Board's work and facilitates board meetings.
- The Board Chair is generally the primary person who will work with the Chief Executive Officer outside Board meetings.